

Copywriting

The language of Ads



MUSTHOFA HADI, SE
cak_must@yahoo.com

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Some about Copywriting

- @ Words and pictures work together to produce a creative concept.
- @ Copywriting is about finding the “magic-words”.
- @ **Copy** is the text of an ads or the words that people say in a commercial.
- @ A person who shapes and sculpt the words in an ads is called **copywriter**.

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5 Types of Ads in Which Words are Crucial

- @ If the message is complicated, words can be more specific than visual and can be read over and over until the meaning is clear.
- @ If the ads is for a high-involvement product.
- @ If the message –information needs definition and explanation.
- @ If the message tries to convey abstract qualities.
- @ Slogans and jingles help lock in key phrases that cue a brand image or remind customers of a brand feature.

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Practical Tips: *Writing Effective Copy*

- @ Be succinct.
- @ Be specific.
- @ Get personal.
- @ Keep a single focus.
- @ Be conversational.
- @ Be original.
- @ Use variety.

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Copywriting for Print

- ② The 2 categories of copy that print ads uses are **Display Copy** and **Body Copy** (or text)
- ② **Display Copy** includes all elements that readers see in their initial scanning.- *headlines, subheads, call-outs, taglines, and slogans.*
- ② **Body Copy** includes the elements that are design to be read and absorbed, - *such as the text of the ads message.*

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Copywriting for Print

Display Copy Writing

- @ A good headline will attract only those who are prospect. Use the headline to tightly target the right audience.
- @ The headline must work in combination with the visual to stop and grab the reader's attention.
- @ The headline must also identify the product and brand, and start the sale.
- @ The headline should lead reader into the body copy.

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Copywriting for Print

Body Copy Writing

- @ **Straightforward.** *Factual copy usually written in the words of anonymous or unacknowledged source.*
- @ **Narrative.** *Tells a story in 1st person or 3rd person.*
- @ **Dialogue.** *Lets the reader 'listen in' on a conversation.*
- @ **Explanation.** *Explain how something works.*
- @ **Translation.** *Technical information must be defined and translated into understandable language.*

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Copywriting for Radio

The Tools of Radio Copywriting:

- Voice
- Music
- Sound Effects

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Copywriting for Radio

Characteristic	Message Design
Personal: radio ads has the ability to use human voice.	<i>Radio ads should use conversational language- as if someone is 'talking with' the customer than 'selling to' the customer.</i>
Interest-based: radio allows for specialized programming to target market.	<i>It should designed to speak to that audience interest.</i>
Inattention: Most people who are listening to the radio are doing something else at the same time.	<i>It must be designed to break through the attention and capture attention in the 1st three second with sound effect, music, questions, or something unexpected.</i>

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Copywriting for Radio

Characteristic	Message Design
Retention: repeat it.	<i>Use taglines and other key phrases to lock the product in customers' memories.</i>
Call to action: The last thing listeners hear is what they tend to remember.	<i>So copywriters make sure the product is it.</i>
Ephemeral: a radio message is here one moment and gone by next.	<i>Repeat the key points of brand name and identification information, such as a phone number or web address.</i>

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Copywriting for Television

The Tools of Television Copywriting:

- Video
- Audio
- Other Tools,- The creative tools:
*setting, casting, costumes, props,
and lighting.*

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Copywriting for Television

Characteristic	Message Design
Action: when you watch TV you are watching a walking, talking, moving world that gives the illusion of being three dimensional.	<i>Good TV ads uses the effect of action and motion to attract attention and sustain interest.</i>
Demonstration: Seeing is believing. Believability and credibility- the essence of persuasion.	<i>If you have a strong sales message that lends itself to demonstration, television is the ideal medium for it.</i>

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Copywriting for Television

Characteristic	Message Design
Storytelling: Most of the programming on TV is narrative so commercials use storytelling to take advantage of the medium's strengths.	<i>TV is our society's master storyteller that leads to a conclusion in which the product plays a major role. TV can dramatize the situation.</i>
Emotion: The ability to touch the feelings of the viewer makes TV ads entertaining, diverting, amusing, absorbing.	<i>Emotional appeals are found in natural situations that everyone can identify with.</i>

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Copywriting for The Web

- ② Web ads is interactive and involving.
- ② Web ads has primarily focused on banners, although advertisers are using new form that look more like magazine or television ads.
- ② **Banner ads** are usually small box ads containing text, image, and perhaps animation.

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Copywriting for The Web

- ④ **Banners, and other form of web ads,** have to stand out amidst the clutter on typical webpage, stop the surfing, and arouse the interest of the viewer.

THANK

You

